

## ABSTRACT

The present invention is directed to an information transmission method capable of reproducing atmosphere of concert hall or live hall, wherein bio-information of speaker, player, actor or conductor, etc. who serves as sending source of speech (sound) or music and/or bio-information of performer included within image are multiplexed with respect to information of speech or music and/or information of image to perform transmission thereof. At the receiving side, sense stimulation based on bio-information is given to viewing person, or information of speech or music and/or information of image are controlled on the basis of bio-information to thereby reproduce presence or live appeal.